

blaxxun interactive

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Elsenheimerstr. 61-63

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Company

blaxxun interactive is the leading provider of platforms for efficient internet-based communication. In addition to technology, blaxxun interactive offers Professional Services for fast, seamless solution integration with existing IT infrastructures and company systems.

blaxxun interactive, founded in August 1995 as an international company headquartered in Munich, currently has 68 employees.

blaxxun's principal investor is GE Equity TMT Group, in addition to long-standing shareholders including, among others, CMGI Inc., Venture Select GmbH, Kling-Jelko Wertpapierhandelsbank (securities trading bank) AG and Konsortium AG. Also all blaxxun employees share a stake in the company.

blaxxun's goal is to maintain global leadership in the area of internet-based communications software, building on innovative technology and worldwide strategic partnerships. With this goal in mind, blaxxun partners with companies such as Canal+, Computer Associates, ELSA, IBM, Intel, Intershop, Oracle, Sun, and wapme Systems. A global network of sales partners has been established, including companies like GIST (USA), SIA Sistemas (Argentina), Nexpo21 (S. Korea), Siemens Dematic (D) and T-Systems Nova (D).

Management

- Gregory Blepp, Chief Executive Officer
- Elmar Merget, Vice President Engineering

Market

While communication and automated business processes usually run separately on the Internet, their convergence is reshaping the way we work together, saving time and money, while effecting higher customer commitment and loyalty. Today's most highly effective form of teamwork is marked by global thinking, collaborative decision-making, flexible access to knowledge pools, self-organized learning and, above all, direct and interactive response to customer needs.

As more and more companies realize the value of interactive communications solutions, the market for internet-based communication is growing at an astounding rate. As global technology leader, blaxxun is greatly profiting from this trend, evidenced by a solid growth in revenues from Euro 6 m in fiscal year 2000 to more than Euro 7 m in fiscal year 2001 despite the general downward trend in the Internet market. (blaxxun's fiscal year starts Aug 1st and ends July 31st.)

Product

The blaxxun Platform is the ideal foundation for optimizing business processes and communication on the Internet, company-wide as well as with partners and customers. It is implemented for high-performance customer solutions in the fields of e-learning, team workspace, collaboration, interactive TV as well as business and entertainment communities for companies including BMW, CANAL+, Cornelsen Publishers, IBM, Intel, Lycos, Bertelsmann, Siemens, and Suny Telecom.

blaxxun's technology platform is a modular client-server system that satisfies all requirements of communication-intensive solutions for business and entertainment. Our suite of features ranges from popular communication features (chat, instant messaging, message boards, ...) to advanced community and collaboration concepts (shared applications with access rights and convenient role management). All multimedia elements are integrable, from streaming audio and video to 3D worlds. Other features include programmable agents and incentive systems.

In addition, easy-to-use administration and design interfaces support application operators, and flexible APIs are packaged in a Software Development Kit (SDK) to facilitate the integration of backend systems (e.g. e-commerce, advertising management, personalization, customer service systems, document management, and general-purpose databases).

blaxxun licenses its platform to customers and offers a broad range of Professional Services: business plan consulting, application development, training and support.